Amendments to the Claims:

This listing of claims will replace all prior listings of the claims in the application:

Listing of Claims:

1. (currently amended) A method for delivering sequentialized content to a user's content receiving device, comprising the steps of:

obtaining content having a plurality of portions arranged in a predetermined sequential order;

accepting a first delivery rule from the user for said content, wherein the user creates and controls a custom issue delivery schedule, wherein the delivery schedule is required to comply with publisher defined physical and temporal dimensions of the content to preserve artistic qualities of the content;

determining a next portion of said plurality of portions for the user to receive in accordance with said predetermined sequential order; and

creating a personalized issue number for each issue to be delivered, wherein constant publication-unique information is used to create a random character key to obfuscate a filename of the content to prevent users from anticipating upcoming undelivered content;

creating a suitably obfuscated filename by assembling each issue's filename from an unchanging name portion, concatenated with a fixed number of digits representing the specific issue number; and

delivering a portion of said plurality of portions of said content to the user's content receiving device in accordance with said first delivery rule and said determined next portion.

2. (original) A method in accordance with the method of claim 1 wherein said step of accepting said first delivery rule further comprises the step of accepting said first delivery rule from a provider of said content.

3. (original) A method in accordance with the method of claim 1 further comprising the step of receiving a request for content delivery from the user's receiving device.

2

4.   (original) A method in accordance with the method of claim 1 wherein said step of determining a next portion further comprises the step of recalling an indication of which portion of said plurality of portions was last delivered to the user's content receiving device.

5.   (original) A method in accordance with the method of claim 1 wherein said step of determining a next portion further comprises the step of determining a user's service sign-up date.

6.   (currently amended) A method for receiving, by a user's content receiving device, sequentialized content having portions arranged in predetermined sequential order, comprising the steps of:

receiving a first delivery rule from the user, wherein the user creates and controls a custom issue delivery schedule, wherein the delivery schedule is required to comply with publisher defined physical and temporal dimensions of the content to preserve artistic qualities of the content;

establishing a second delivery rule; and

creating a personalized issue number for each issue to be delivered, wherein constant publication-unique information is used to create a random character key to obfuscate a filename of the content to prevent users from anticipating upcoming undelivered content;

creating a suitably obfuscated filename by assembling each issue's filename from an unchanging name portion, concatenated with a fixed number of digits representing the specific issue number; and

requesting delivery at a time in accordance with said second delivery rule of a next portion of the sequentialized content that has been selected in accordance with said first delivery rule and a determination of a last portion of the sequentialized content delivered to the user's content receiving device.

7.   (original) A method in accordance with the method of claim 6 further comprising the step of accepting delivery of said next portion.

8.   (original) A method in accordance with the method of claim 7 further comprising the step of making said at least a first portion perceptible to a human.

3

9.   (original) A method in accordance with the method of claim 7 wherein said step of accepting delivery further comprises the step of receiving a uniform resource locator for the sequentialized content.

10.   (original) A method in accordance with the method of claim 7 further comprising the step of identifying said delivered next portion of the sequentialized content as said last portion.

11.   (original) A method in accordance with the method of claim 6 further comprising the step of storing said first delivery rule at the user's content receiving device.

12.   (original) A method in accordance with the method of claim 6 further comprising the step of storing said first delivery rule at a remote location.

13.   (currently amended) A method for providing sequential issues of information to a subscriber's computing device according to a variable schedule, the method comprising the steps of:

depositing a plurality of sequential issues of information from a publisher in a repository;

establishing a publisher's rule for delivery of said sequential issues to the subscriber's computing device, wherein the publisher's rule for delivery is based on a user defined and controlled custom issue delivery schedule, wherein the delivery schedule is required to comply with publisher defined physical and temporal dimensions of the information to preserve artistic qualities of the content;

establishing a schedule at a server in accordance with a subscriber parameter; and

creating a personalized issue number for each issue to be delivered, wherein constant publication-unique information is used to create a random character key to obfuscate a filename of the content to prevent users from anticipating upcoming undelivered content;

4

<u>creating a suitably obfuscated filename by assembling each issue's filename</u> <u>from an unchanging name portion, concatenated with a fixed number of digits</u> <u>representing the specific issue number; and</u>

making said sequential issues of information available to the subscriber's computing device according to said publisher's rule and said schedule at said server.

14.   (original) The method of claim 13 further comprising grouping sequential issues of information to encompass all of the sequential issues of information currently available from the publisher.

15.   (currently amended) A method for providing sequential issues of information to a subscriber's computing device according to a variable schedule, the method comprising the steps of:

storing the sequential issues of information in a repository;

determining a maximum available issue number;

determining a publisher delivery rule, wherein the publisher's delivery rule is based on a user defined and controlled custom issue delivery schedule, wherein the delivery schedule is required to comply with publisher defined physical and temporal dimensions of the information to preserve artistic qualities of the content;

transmitting the publisher delivery rule to the computing device;

determining a publisher's current issue value for the sequential issues of information;

determining a subscriber's current issue value for the sequential issues of information; and

<u>creating a personalized issue number for each issue to be delivered, wherein</u> <u>constant publication-unique information is used to create a random character key to</u> <u>obfuscate a filename of the content to prevent users from anticipating upcoming</u> <u>undelivered content;</u>

<u>creating a suitably obfuscated filename by assembling each issue's filename</u> <u>from an unchanging name portion, concatenated with a fixed number of digits</u> <u>representing the specific issue number; and</u>

when the subscriber's current issue value is equal to zero or the subscriber's current issue value is less than the publisher's current issue value, making an issue

5

of the sequential issues of information available to the computing device in response to the subscriber's current issue value.

16. (original) The method of claim 15 further comprising the step of determining an inception date that indicates a date the subscriber subscribed to the sequential issues of information.

17. (original) The method of claim 16 wherein the step of determining a publisher's current issue value comprises using the publisher delivery rule, the current date, the inception date, and the maximum available issue to determine the publisher's current issue value.

18. (original) The method of claim 17 wherein the step of determining a publisher's current issue value further comprises the step of determining the lesser of two values according to the function: $MIN(N_{max}, NUM\_ISSUES(R_{publisher}, T_{now}, T_0))$, where the publisher's delivery rule, $R_{publisher}$, the current time, T_{now}, and the time of initial subscription, T_0, define the function $NUM\_ISSUES()$ that yields a number of unique issues that the publisher would make available during a time interval from T_0 to T_{now}, and the function $MIN()$ that returns the lesser of two values.

19. (original) The method of claim 15 wherein the step of determining a subscriber's current issue value of the sequential issues of information includes the step of incrementing the subscriber's current issue value when the subscriber's current issue value is less than the publisher's current issue value.

20. (original) The method of claim 15 further comprising the step of transmitting an error message to the subscriber when the subscriber's current issue value is greater than or equal to the publisher's current issue value.

21. (original) The method of claim 15 wherein the step of making available includes the steps of:
  generating a file locator using the subscriber's current issue value; and
  transmitting the file locator to the subscriber's computing device.

6

22.   (original) The method of claim 21 wherein the step of generating said file locator further comprises the step of generating a Uniform Resource Locator.

23.   (currently amended) A method for retrieving sequential issues of information, available from a publisher, by a subscriber on a personal schedule, the method comprising the steps of:

subscribing to the sequential issues of information;

receiving a publisher's delivery rule, wherein the publisher's delivery rule is based on a user defined and controlled custom issue delivery schedule, wherein the delivery schedule is required to comply with publisher defined physical and temporal dimensions of the information to preserve artistic qualities of the content;

requesting an issue of the sequential issues of information consistent with the publisher's delivery rule and the personal schedule; and

creating a personalized issue number for each issue to be delivered, wherein constant publication-unique information is used to create a random character key to obfuscate a filename of the content to prevent users from anticipating upcoming undelivered content;

creating a suitably obfuscated filename by assembling each issue's filename from an unchanging name portion, concatenated with a fixed number of digits representing the specific issue number; and

receiving the issue of the sequential issues of information in response to the request.

24.   (original) The method of claim 23 wherein said step of subscribing further comprises the step of subscribing to a service provider.

25.   (original) The method of claim 23 wherein said step of requesting an issue further comprises the steps of:

determining a next issue to be requested in a sequence consistent with said publisher's rule;

determining a delivery date for said next issue according to the personal schedule;

ascertaining that said delivery date is consistent with said publisher's rule; and

7

requesting delivery of said next issue.

26. (original) The method of claim 23 wherein said step of requesting an issue further comprises the steps of :

determining an issue sequentially earlier than said received issue from the publisher's delivery rule; and

requesting delivery of said sequentially earlier issue.

27. (original) The method of claim 23 wherein the publisher's delivery rule further comprises the step of returning the lesser of two values from the function: $MIN(N_{max}, NUM\_ISSUES(R_{publisher}, T_{now}, T_0))$, where the delivery rule, $R_{publisher}$, the current time, T_{now}, and the time of initial subscription T_0, define the function $NUM\_ISSUES()$ that yields a number of unique issues that the publisher makes available during a time interval from T_0 to T_{now}.

28. (currently amended) A method for providing a service for viewing of sequential issues of information by a subscriber, on a computing device, according to a variable schedule, the method comprising the steps of:

assigning a subscriber issue number to the subscriber;

making available, in a repository, a first group of sequential issues of information;

accessing the repository to obtain at least one sequential issue of the first group of sequential issues of information;

determining a publisher's maximum issue number;

determining a publisher's delivery rule, wherein the publisher's delivery rule is based on a user defined and controlled custom issue delivery schedule, wherein the delivery schedule is required to comply with publisher defined physical and temporal dimensions of the information to preserve artistic qualities of the content;

determining a maximum issue number for entitled issues available;

transmitting the publisher's delivery rule to the computing device;

receiving a request from the computing device for at least one sequential issue of the sequential issues of information;

selecting an issue number in response to the received request and consistent with the determined publisher's maximum issue number, the determined publisher's

8

delivery rule, and the determined maximum issue number for entitled issues available;

    generating a locator in response to the selected issue number; ~~and~~

    <u>creating a personalized issue number for the locator for each issue to be delivered, wherein constant publication-unique information is used to create a random character key to obfuscate a filename of the content to prevent users from anticipating upcoming undelivered content;</u>

    <u>creating a suitably obfuscated filename by assembling each issue's filename from an unchanging name portion, concatenated with a fixed number of digits representing the specific issue number; and</u>

    making the selected issue of information available to the computing device in response to the locator.

    29.   (original) The method of claim 28 wherein said step of selecting an issue number further comprises the steps of:

    determining an issue number of the issue last delivered to the computing device;

    calculating an issue number next in sequence to said last delivered issue number;

    comparing said next in sequence issue number to said determined publisher's maximum issue number;

    comparing said next in sequence issue number to said maximum issue number for entitled issues available;

    determining compliance of said next in sequence issue number with said determined publisher's delivery rule; ~~and~~

    when said next in sequence issue number is less than said determined publisher's maximum issue number and less than said determined issue number for entitled issues available and compliant with said determined publisher's delivery rule, generating said locator for said next in sequence issue number.

    30.   (original) The method of claim 29 further comprising the step of when said next in sequence issue number is greater than said determined publisher's maximum issue number or greater than said determined issue number for entitled

9

issues available or not compliant with said determined publisher's delivery rule, generating an error message.

31. (original) The method of claim 28 further comprising the steps of:

determining an issue number of the issue last delivered to the computing device;

calculating at least one issue number greater than said last delivered issue number and

less than said determined maximum issue number for entitled issues available;

comparing said calculated at least one issue number to said determined publisher's maximum issue number;

determining compliance of said calculated at least one issue number with said determined publisher's delivery rule; and

when said calculated at least one issue number is less than said determined publisher's maximum issue number and compliant with said publisher's delivery rule, generating at least one locator.

32. (original) The method of claim 31 further comprising the step of when said calculated at least one issue number is greater than said determined publisher's maximum issue number or not compliant with said publisher's issue rule, generating an error message.

33. (original) The method of claim 28 further comprising the steps of:

determining an issue number of the issue last delivered to the computing device;

calculating at least one issue number more than said last delivered issue number;

comparing said at least one issue number to said maximum issue number for entitled issues available;

determining compliance of said calculated at least one number with said determined publisher's delivery rule; and

when said calculated at least one issue number is less than said maximum issue number for entitled issues available and compliant with said

10

determined publisher's delivery rule, generating at least the locator for said calculated at least one issue number.

34. (original) The method of claim 33 further comprising the step of when said calculated at least one issue number is greater than said maximum issue number for entitled issues available or not compliant with said determined publisher's delivery rule, generating an error message.

35. (original) The method of claim 28 wherein the step of generating a locator further comprises the step of generating a Uniform Resource Locator.

36. (currently amended) An apparatus for delivery of sequentialized content to a user's content receiving device, the apparatus comprising:
means for obtaining content comprising a plurality of portions arranged in a predetermined sequential order;
means for accepting a first delivery rule for said content, wherein the first delivery rule is based on a user defined and controlled custom issue delivery schedule, wherein the delivery schedule is required to comply with publisher defined physical and temporal dimensions of the content to preserve artistic qualities of the content;
means for determining a next portion of said plurality of portions for the user to receive in accordance with said predetermined sequential order; and
means for creating a personalized issue number for each issue to be delivered, wherein constant publication-unique information is used to create a random character key to obfuscate a filename of the content to prevent users from anticipating upcoming undelivered content;
means for creating a suitably obfuscated filename by assembling each issue's filename from an unchanging name portion, concatenated with a fixed number of digits representing the specific issue number; and
means for delivering a portion of said plurality of portions of said content to the user's content receiving device in accordance with said first delivery rule and said determined next portion.

11

37.   (original) The apparatus of claim 36 wherein the means for accepting said first delivery rule further comprises means for accepting said first delivery rule from a provider of said content.

38.   (original) The apparatus of claim 36 further comprising means for receiving a request for content delivery from the user's content receiving device.

39.   (original) The apparatus of claim 36 wherein said means for determining a next portion further comprises means for determining a user's service inception date.

40.   (currently amended) An apparatus for receiving, by a user's content receiving device, sequentialized content having portions arranged in predetermined sequential order, the apparatus comprising:
      means for receiving a first delivery rule, wherein the first delivery rule is based on a user defined and controlled custom issue delivery schedule;
      means for establishing a second delivery rule, wherein the second delivery rule is required to comply with publisher defined physical and temporal dimensions of the content to preserve artistic qualities of the content; and
      means for creating a personalized issue number for each issue to be delivered, wherein constant publication-unique information is used to create a random character key to obfuscate a filename of the content to prevent users from anticipating upcoming undelivered content;
      means for creating a suitably obfuscated filename by assembling each issue's filename from an unchanging name portion, concatenated with a fixed number of digits representing the specific issue number; and
      means for requesting delivery at a time in accordance with said second delivery rule of a next portion of the sequentialized content that has been selected in accordance with said first delivery rule and a determination of a last portion of the sequentialized content delivered to the user's content receiving device.

41.   (original) The apparatus of claim 40 further comprising means for accepting delivery of said next portion.

12

42.   (original) The apparatus of claim 41 further comprising means for making said at least a first portion perceptible to a human.

43.   (original) The apparatus of claim 41 wherein said means for accepting delivery further comprises means for receiving a uniform resource locator for the sequentialized content.

44.   (original) The apparatus of claim 41 further comprising means for identifying said delivered next portion of the sequentialized content as said last portion.

45.   (original) The apparatus of claim 40 further comprising means for storing said first delivery rule.

46.   (currently amended) An apparatus for delivery of sequential issues of information to a subscriber's computing device on a variable schedule, the apparatus comprising:

a repository that stores the sequential issues of information;

a processor that identifies:

a maximum available issue number,

a publisher delivery rule, wherein the publisher delivery rule is based on a user defined and controlled custom issue delivery schedule, wherein the delivery schedule is required to comply with publisher defined physical and temporal dimensions of the content to preserve artistic qualities of the content;

a subscription inception date,

a publisher's current issue value of the sequential issues of information, and

a subscriber's current issue value of the sequential issues of information; and

a personalized issue number that is created for each issue to be delivered, wherein constant publication-unique information is used to create a random character key to obfuscate a filename of the content to prevent users from anticipating upcoming undelivered content, wherein the obfuscated filename is created by assembling each issue's filename from an unchanging name portion, concatenated with a fixed number of digits representing the specific issue number; and

13

a transmitter that conveys, in response to a delivery request from the subscriber's computing device, a most current issue of the sequential issues of information to the subscriber's computing device consistent with said publisher delivery rule, said publisher's current issue value, a time interval between said subscription inception date and said delivery request, and the subscriber's current issue value.

47.   (original) The apparatus of claim 46 wherein said repository further comprises a hard drive resident in a computer network server.

48.   (original) The apparatus of claim 46 wherein said transmitter further comprises a network interface device that is coupled to the Internet.

14